

Animal Production Food Safety State-Based Outreach Partnership

Proposed Agreement

July 31, 2001

TITLE: Indiana's Premise Identification Project

GOAL: To identify, individually, the geographic location of all poultry, beef, sheep, dairy, and swine operations; rendering plants and transfer stations; livestock markets, dealerships, concentration points, as well as exhibition sites; and meat, poultry and dairy processing plants in Indiana during the next three years.

OBJECTIVES:

1. Identify, individually, all livestock and poultry production sites; rendering facilities; livestock markets, dealerships and exhibition sites; and meat, poultry and dairy processing plants, in Indiana, using the ge-positioning information satellite (GIS) system;
2. Maintain a database of all relevant sites, complete with basic operation information, for use in tracing animals that present disease and/or food safety risk;
3. Map all such sites to increase understanding of animal production and marketing habits in Indiana, as well as waste management and dispersion practices;
4. Educate producers, veterinarians, livestock dealers and haulers, renderers, Extension educators, and others in animal agriculture about the value of premise identification;
5. Explore ways to use the premise identification (ID) to track meat and egg products from farm to fork by incorporating data into commodity-based quality assurance programs.

BACKGROUND: Livestock and poultry producers have been reluctant to accept the practice of a government entity individually identifying the geographic location of each operation/production site. However, recent events surrounding the foot-and-mouth disease situation in the United Kingdom has raised awareness of biosecurity, pathogen control and general animal health issues among producers in Indiana. Great Britain's struggle with bovine spongiform encephalopathy (BSE) has also raised concerns about livestock production as it relates to the actual and perceived level of food safety to consumers.

We propose to capitalize on this opportunity within the Indiana livestock and poultry industry to educate producers and others in animal agriculture about the value of premise ID. Recent events, as well as issues pertaining to environmental and waste management, have piqued producer interest.

PARTNERS: Indiana State Board of Animal Health (BOAH) will lead this initiative with the assistance of the local USDA, APHIS-Veterinary Services staff. Indiana Department of Environmental Management (IDEM), State Emergency Management Agency, Indiana Information Technology Oversight Commissions and Purdue University's Cooperative Extension Service will be called upon to assist with this project and share information already collected.

State-level commodity groups, including Indiana Beef Cattle Association, Indiana State Poultry Association, Indiana Association of Professional Dairymen, Indiana Sheep Association, Indiana Meat Packers and Processors Association and Indiana Veterinary Medical Association, will be enlisted to help disseminate information to constituents.

PROGRAM DESCRIPTION: Adoption of premise ID will be rolled-out over a three-year period in Indiana. The phase-in approach will allow time to perfect BOAH's data collection tactics and strategies within a manageable sub-set of the larger animal agriculture industry. Gradual adoption will also allow time to educate the industry sectors about the value and need for this initiative, while securing full support.

Year 1: BOAH will individually identify all of Indiana's dairy operations using a state-approved GIS system. When communicating with these producers, the educational emphasis will relate the long-term value of this project to John's Disease control/eradication.

Also during Year 1, BOAH will identify all livestock market sites, concentration points and exhibition centers. Efforts will include communicating the goals and objectives of this project to the site owners/managers. Rendering and meat, egg and dairy processing plants will also be identified in this phase.

Year 2: In the second year, sheep and goat operations will be added to the second year's data collection work. The launch of the federal scrapie control program will serve this initiative well when educating producers. This year will also mark the beginning to the swine site identification project.

Data for Indiana's poultry operations will also be collected in the second phase. BOAH will work closely with the Indiana State Poultry Association, as well as Purdue University's Poultry Division of the Animal Sciences Department and the Cooperative Extension Service. The partners will play critical roles in helping to educate producers about the value of this initiative.

Producer education and awareness initiatives will also be stepped up. Communication is essential to producers understanding and feeling comfortable with this project and cooperating with data collection.

Year 3: As site identification is completed for the other species groups, the focus will shift to swine and beef operations---the two livestock sectors that are Indiana's biggest (in terms of number of sites) and likely the most difficult to complete.

Data collected by BOAH and local USDA, APHIS-VS field staff members will be cross-checked with records at USDA, SEMA and IDEM to verify accuracy and eliminate the duplication of effort.